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ABSTRACT

The Creative Marketing Project is a group study in marketing for distributive education students, designed to take up at least one semester. The document uses a project developed by students in the distributive education department of the Marion-Mullins Vocational Education Center, entitled "The Shopping Story, Mullins, S.C.," to provide a step-by-step guide to the stages involved in the preparation of such a project and the preparation of the report of the project. All aspects are included, from the design of the cover page to the appropriate data to be included in an appendix, with special emphasis given to creativeness in presentation. (Section containing photographs is deleted due to non-reproductibility.)
(KP)

A Guide to the Preparation of a Creative Marketing Project



U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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by

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A GUIDE TO THE PREPARATION
OF A
CREATIVE MARKETING PROJECT

Developed by:

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Marion, South Carolina

1972

In Cooperation With:

STATE DEPARTMENT OF EDUCATION
Office of Vocational Education
Distributive Education Section
Columbia, South Carolina 29201

VOCATIONAL EDUCATION MEDIA CENTER
Clemson University
Clemson, South Carolina 29631

INTRODUCTION

The Creative Marketing Project is a group study in marketing. It involves D.E. students performing an intensive research study of a marketing process. The Project should be initiated early in the school year in order to give the students ample time to complete their work.

There is no easy way in manual writing. There is no set format but definite items must be included. Creativeness is the key word.

Each year presents a new challenge. The quality of work in manuals varies from year to year. Get busy, prepare a manual, submit it for state competition, and from the rating sheet see the weaknesses and improve the next year.

It is hoped that this manual and the comments and suggestions in it will help those interested.

CREATIVE MARKETING PROJECT

Rating Sheet from DECA Handbook

ORIGINALITY

30 Points

Topic	Is subject or problem of current interest? Future interest?	(10)
Method	Any innovations in questionnaire or interview methods?	(10)
Presentation	Does it show creativity? Imagination? Language lively? Show interest in Project?	(10)

ECONOMIC AND SOCIAL CONTRIBUTION

30 Points

Application	Is it clearly indicated? (If Research Project, is there a real need?)	(10)
Logic	Is there enough data to validate the application? Are alternatives possible? Suggested?	(10)
Comparative Value	Is the application practical? Does it benefit few or many? Ordinary or extraordinary benefit?	(10)

TECHNIQUE

40 Points

Method	Is it sound? (Would you have chosen this method for this topic?)	(10)
Documentation	Enough? Well organized? Appropriate to topic?	(10)
Effort	Involve adequate number of students? Reasonable number of hours? Evidence of planning?	(10)
Physical Requirements	Is it neat? Spelling and grammar correct? Carefully presented?	(10)

THE SHOPPING STORY



MULLINS, S.C.

TITLE--TITLE PAGE

Make colorful and to the point!

THE SHOPPING HABITS
OF THE
CITIZENS OF MULLINS

A MARKETING SURVEY
CONDUCTED FOR
THE CHAMBER OF COMMERCE
MULLINS, SOUTH CAROLINA



THE DISTRIBUTIVE EDUCATION DEPARTMENT
MARION-MULLINS VOCATIONAL EDUCATION CENTER
JANUARY, 1971

PREFACE

It is not always necessary to have a preface, but if you believe it will clarify the reason for doing a manual, then include it.

PREFACE

Just why were so many people from Mullins shopping out of town? What were other towns offering that Mullins was not? These and other questions were being asked by students in the Distributive Education classes at Marion-Mullins Vocational Center. How could the answers be found?

Out of the clear, as if someone had been reading the minds of the students, a letter came from Mr. Bobby Suggs, president of Chamber of Commerce, Mullins, South Carolina, asking the D. E. classes to conduct a survey on the shopping habits of the citizens of Mullins and surrounding areas. What a group of thrilled and excited students there were when it was decided that the survey would be conducted. The answers to the many questions would at last be answered.

TABLE OF CONTENTS

The table of contents is usually the last section to be completed in a manual as page numbers will not be known until this time. The table of contents is a result of the outline that has been used as a guide.

Any form may be used. Open any textbook for a sample.

Capitalize main headings for emphasis.

Use enough depth to show the overall coverage of the subject.

TABLE OF CONTENTS

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Mullins Chamber of Commerce

P. O. BOX 599

MULLINS, S. C. 29574

TEL. (803) 464-6651

July 15, 1970

Mrs. Frances Rogers
Distributive Education
Marion-Mullins Vocational Education Center
Marion, South Carolina

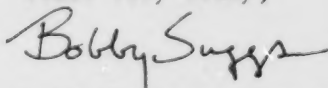
Dear Frances:

The Mullins Chamber of Commerce would like to request that your Distributive Education classes conduct a survey to determine the following about Mullins:

1. What shoppers like about shopping in Mullins
2. What shoppers dislike about shopping in Mullins
3. What can be done to improve the retail stores in Mullins
4. What can be done to make Mullins a better place to shop
5. What are the principal drawbacks to the growth of Mullins as a shopping center

Such information would be of great value to our merchants.
Thank you.

Yours very truly,



Bobby E. Suggs, President
Chamber of Commerce

BES/jp

PREPARATION OF REPORT

In preparing this Market Survey, full utilization of all students (49) was employed. The total hours spent are as follows:

(a) Explanation of Survey to Students	15
(b) Interviews--Personal and Telephone	300
(c) Distribution of Questionnaires	50
(d) Explanation of Survey through Radio and Newspapers	10
(e) Collection of Questionnaires	10
(f) Tabulation of Results	350
(g) Typing, Mimeographing, and Assembling Booklet	<u>250</u>
Total Student Hours	985

- (a) Five class hours were spent in three classes each to explain the purpose of Market Surveys, the proper method of interviewing, and the forming of the questionnaire.
- (b) Each student spent an estimated minimum of five hours in interviewing persons. Students did this on their own time after school and work hours.
- (c) Ten students were used to distribute the questionnaires to the various schools.
- (d) Twenty students were used to explain the survey through the media of radio station WJAY, Mullins, S. C. News articles were written and published in the local weekly newspaper "The Enterprise".
- (e) Ten students were used to collect the questionnaires from the ten different schools.
- (f) The most hours were spent in tabulating results and determining percentages. This was an extremely slow process but accurate results were desired.
- (g) Typing, mimeographing, and assembling of the booklets were done by all students. One hundred and fifty booklets were presented to Mr. Suggs, president of the Mullins Chamber of Commerce, four months from the time the Survey was conducted.

PURPOSE

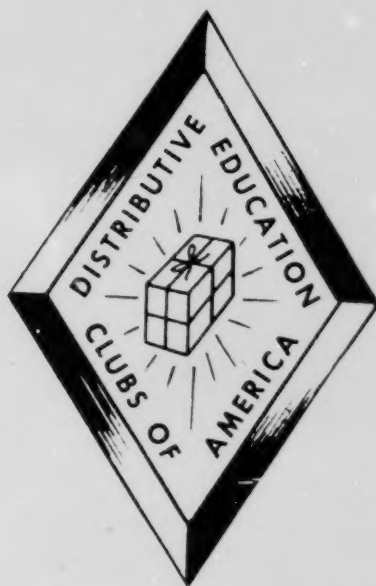
The purpose of a creative marketing manual is to inform. State in the purpose:

- 1. What the manual can be used for*
- 2. Who can use it*
- 3. How it can be used*
- 4. What will be covered*

PURPOSE

The purpose of this study was:

1. To give a clear picture of the advantages and disadvantages of shopping in Mullins.
2. To give improvements that are needed to make Mullins a better place in which to shop.
3. To give impetus to efforts to make Mullins a better place in which to shop.
4. To develop skills in market activities which can only be obtained by actually formulating and preparing a project activity.
5. Finally, to develop civic consciousness--one of the four points of the DECA diamond emblem--influenced the decision to do this project. It is hoped that it will be of some value in helping to make the community a better place in which to live.



PROCEDURE

Step by step explanations make procedures easy to understand.

- 1. Use and explain any forms or samples of survey or letters used*
- 2. Include map of area covered*

PROCEDURE

The Distributive Education Department of Marion-Mullins Vocational Education Center conducted this survey at the request of Mr. Bobby Suggs, president of the Mullins Chamber of Commerce, who gave valuable assistance.

The first step was to put an article in "The Enterprise," the local weekly newspaper, telling people all about the survey. A "Question-Answer" program over radio station WJAY was presented by students so that the public would know the purpose and aims of the survey.

A questionnaire was distributed to every school in the Mullins area which included the communities of Nichols, Zion, Gapway, Tranquil, Center and Smithboro. D. E. students also made house-to-house calls in order to contact families who had no children in school. Many interviews were made by telephone. The questionnaire was also published in "The Enterprise" so that everyone could see it and if they had not been contacted, they could cut it out and mail it in.

Out of thirty-three hundred and forty (3,340) questionnaires, there were fourteen hundred and thirty-three (1,433) responses. An accurate picture of shopper preferences and habits as indicated by the questionnaire has been given. Names were not signed, so it is believed that people gave very frank and honest opinions.

An important feature of this survey was the student interest and involvement. All of the D. E. students (49) participated in making the survey, compiling, and tabulating the results. This project has been very helpful, for the students learned more about their community, more about their customers, more about market research, and more about them-

selves. They have a greater interest in their community by having made a contribution.

A booklet on the survey results has been printed and copies have been distributed to the businesses through the Mullins Chamber of Commerce. It is hoped that it will be read, studied, interpreted, and used for the improvement of shopping in Mullins as well as making Mullins a better place in which to live.

SURVEY ON SHOPPING IN MULLINS

QUESTIONNAIRE

1. Amount of shopping you do in Mullins. (Check one).
100% _____, 75% _____, 50% _____, 25% _____.
2. What do you like about shopping in Mullins? (Check in order of preference--first and second choice).
Good service _____, Good parking facilities _____, Trained sales personnel _____, Good variety of merchandise _____, Better prices _____, Convenience _____, Other _____.
3. What do you dislike about shopping in Mullins? (First and second choice)
Service _____, Variety of merchandise _____, Sales personnel _____, Parking facilities _____, Prices _____.
4. If you shop in Mullins, do you (Check one)
Walk _____, Ride _____?
5. Do you find prices higher in Mullins than in other towns?
Yes _____, No _____.
6. If you shop out of Mullins, what facilities are lacking in Mullins?
Parking _____, Discount stores _____, Department stores _____, Exclusive clothing stores _____, Other _____.
7. If you shop out of Mullins, where do you do most of your shopping?
Marion _____, Florence _____, Columbia _____, Conway _____, Charlotte _____, Other _____.
8. What type of merchandise do you buy out of Mullins?
Clothes _____, Shoes _____, Furniture _____, Groceries _____, Electric appliances _____, Automobiles _____, Hardware _____, Other _____.

9. What can be done to improve the retail stores in Mullins?
10. What can be done to make Mullins a better place in which to shop?
11. What are the principal drawbacks to the growth of Mullins as a shopping center?

Radio Script
Presented Over Station WJAY
Mullins, South Carolina

Today we have some Distributive Education students of Marion-Mullins Vocational Education Center to talk to you. I am Frances E. Rogers, coordinator of D. E., and I will be talking with some of our students about a survey that we are now conducting in Mullins.

(1) Just why are we making this survey, Harold?

The Mullins Chamber of Commerce is interested in improving shopping in Mullins and they requested that we conduct this survey for them.

(2) What is the nature of the survey, Charlie?

The survey, hopefully, will give a good picture of the shopping habits of the residents of Mullins.

(3) What is the purpose of the survey, Eartha?

A. The Chamber of Commerce is aware that retailers in Mullins are losing much of their business to neighboring cities and towns and they are interested in knowing why consumers shop elsewhere.

B. Can you give another purpose, Willena?

Following what has just been said, I think the merchants want to capture some of the trade that has been going out of town and they want to know WHAT they can do to get this trade. They want to know what improvements shoppers want.

C. Is there a purpose or reason why you as D. E. students were asked to make this survey, Willie Lee?

Yes, one of the goals of D. E. is to help students develop civic consciousness, to be aware of things that are going on in our community and not only to be aware but to do all that we can to help and aid in civic projects. A survey such as this certainly makes us more aware of community activities.

D. Can you add to this, Dorothy?

Yes, not only does a survey make us aware of community activities, but it makes the community aware of Distributive Education. It also improves public relations for D. E. with business people.

E. Is there something you can add, Donald?

I think as a result of this survey we hope that Mullins will be a better shopping center, and a better place in which to live.

(4) What is the scope of this survey? How large an area does it cover, Ronald?

It will cover all of Mullins District No. 2, which includes the city of Mullins, Nichols, Gapway, Scotch, Zion, Smithboro, and Tranquil.

(5) Franklin, can you tell us how the survey is being conducted?

Five thousand copies of the survey form were printed by an adult class in Office Machines at Marion-Mullins Vocational Education Center. A copy is being given to every student in Mullins School District to take home and have the parents check the proper blanks. They are to return them to the teacher who gave them out. We are asking each person to PLEASE return these forms for only with your cooperation can this survey be meaningful and valid.

(6) What happens if a person does not receive a form--maybe there are people who have no children in school--what then, Dianne?

A copy of the survey is in this week's Enterprise. A person can check it, cut it out and mail it to D. E., Marion-Mullins Vocational Center, Mullins, South Carolina.

(7) Is there any other way Glacieria?

Yes, all D. E. students will be canvassing their neighborhoods and contact residents. Or a person may be stopped on the street and asked questions. If you should be approached, please give the needed information.

(8) Is it necessary for a person to sign a name to the survey blank, Clyde?

NO, no names are needed--in fact, we would rather not know, for we want people to give their frank and honest opinions. Simply say what you feel about shopping in Mullins. This is the only way merchants can improve our town.

(9) What happens when all forms are in, Sissy?

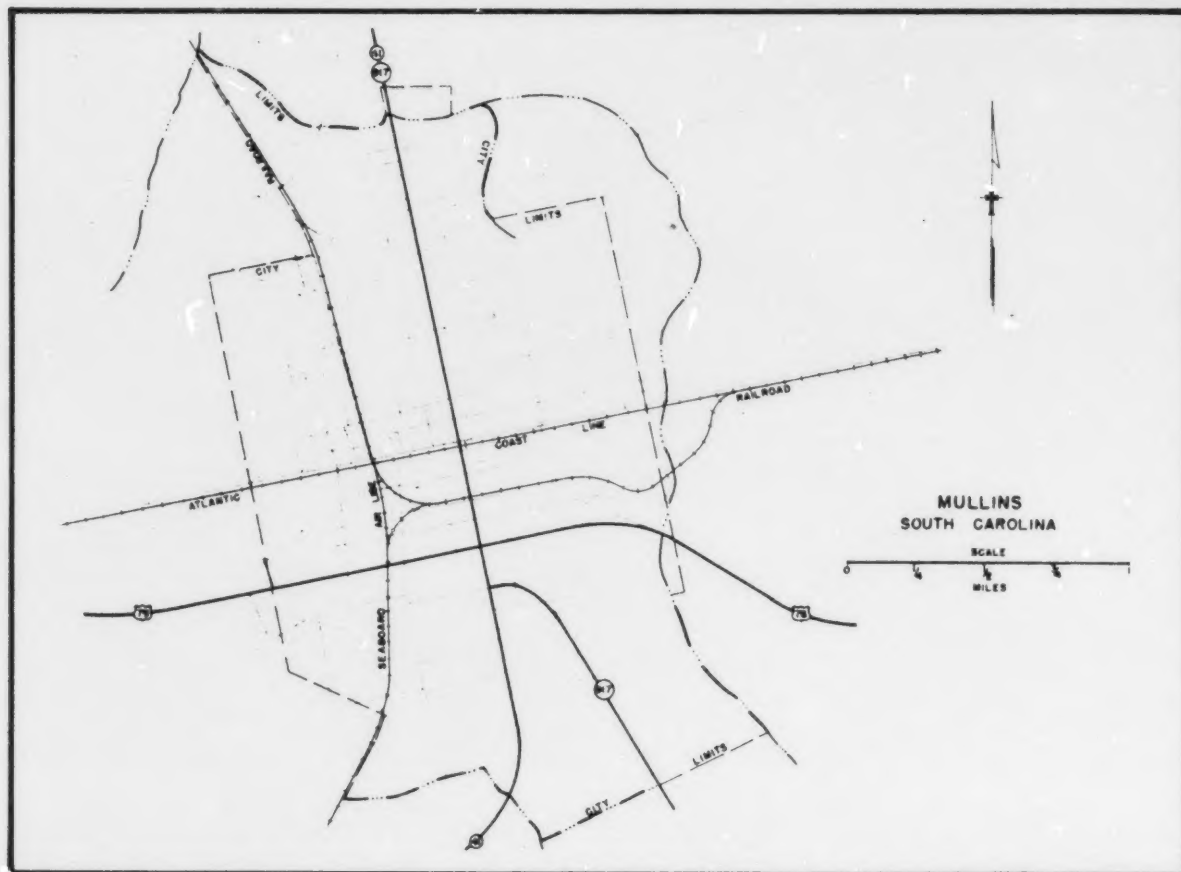
The results will be tabulated by the D. E. students. The results with recommendations will be submitted to the Mullins Chamber of Commerce for their action.

(10) How long will this survey be carried out, Leverne?

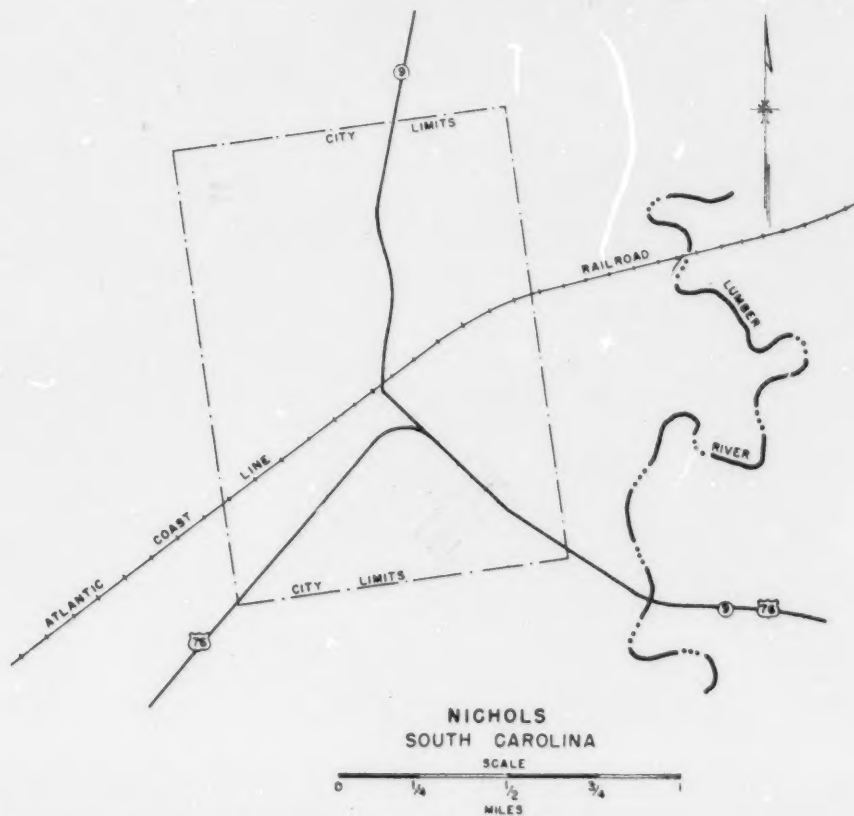
We hope that all forms will be in by November 30 and we can begin tabulating.

Thank you for these timely answers. We hope this program has given you sufficient information so that you will WANT to improve Mullins shopping. We do solicit your cooperation and support. Thank you!

An aerial photograph of Mullins, S. C. appeared here.



An aerial photograph of Nichols, S. C. appeared here.



RESULTS

Results are most important to any project.

- 1. Tabulate the results in terms of numbers*
- 2. Tabulate the results in terms of percentages*
- 3. Tabulate the results in terms of charts*

QUESTION NUMBER ONE

1. The amount of shopping you do in Mullins. (Check one)

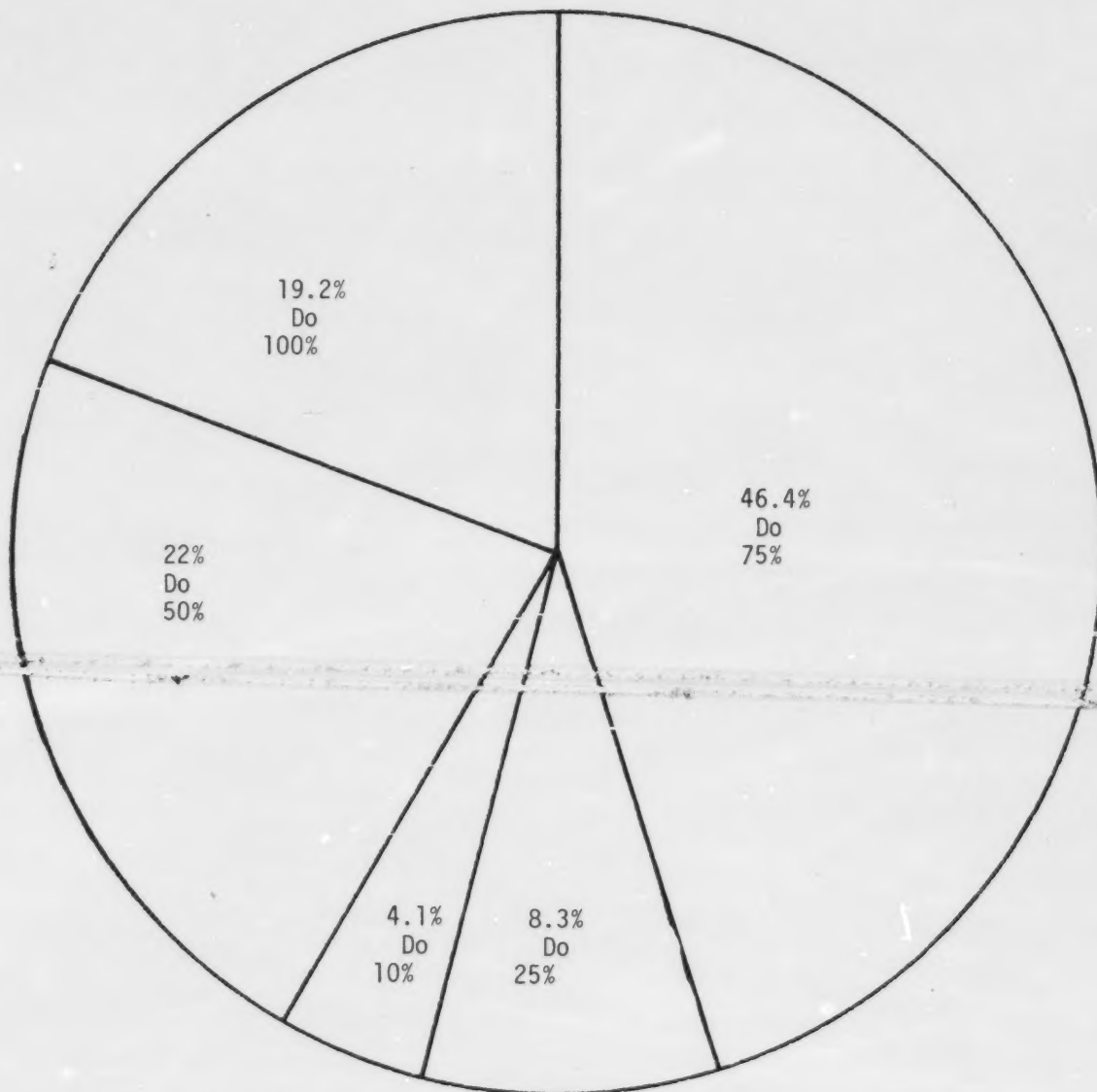
100%	-----	276
75%	-----	665
50%	-----	315
25%	-----	119
10%	-----	58

From 1,433 responses we found that percentage-wise

100%	-----	19.2%
75%	-----	46.4%
50%	-----	22.8%
25%	-----	8.3%
10%	-----	4.1%

QUESTION NUMBER ONE

1. The amount of shopping you do in Mullins?



QUESTION NUMBER TWO

2. What do you like about shopping in Mullins? (Give first and second choices)

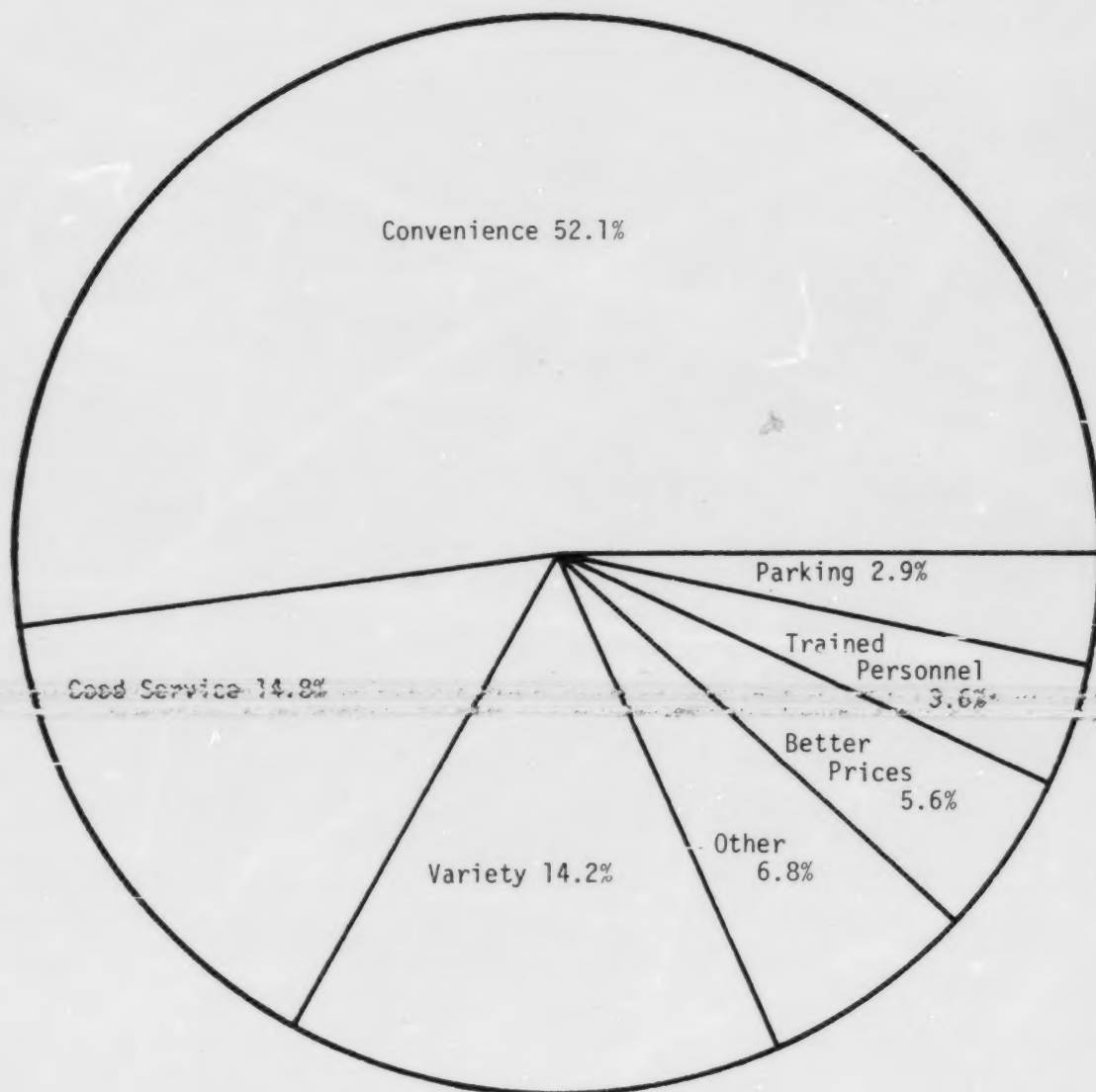
Convenience	-----	1388
Good service	-----	395
Variety	-----	377
Other	-----	180
Better prices	-----	150
Trained personnel	-----	95
Parking	-----	78

Percentages:

Convenience	-----	52.1%
Good service	-----	14.8%
Variety	-----	14.2%
Other	-----	6.8%
Better prices	-----	5.6%
Trained personnel	-----	3.6%
Parking	-----	2.9%

QUESTION NUMBER TWO

2. What do you like about shopping in Mullins?



QUESTION NUMBER THREE

3. What do you dislike about shopping in Mullins? (First and second choices)

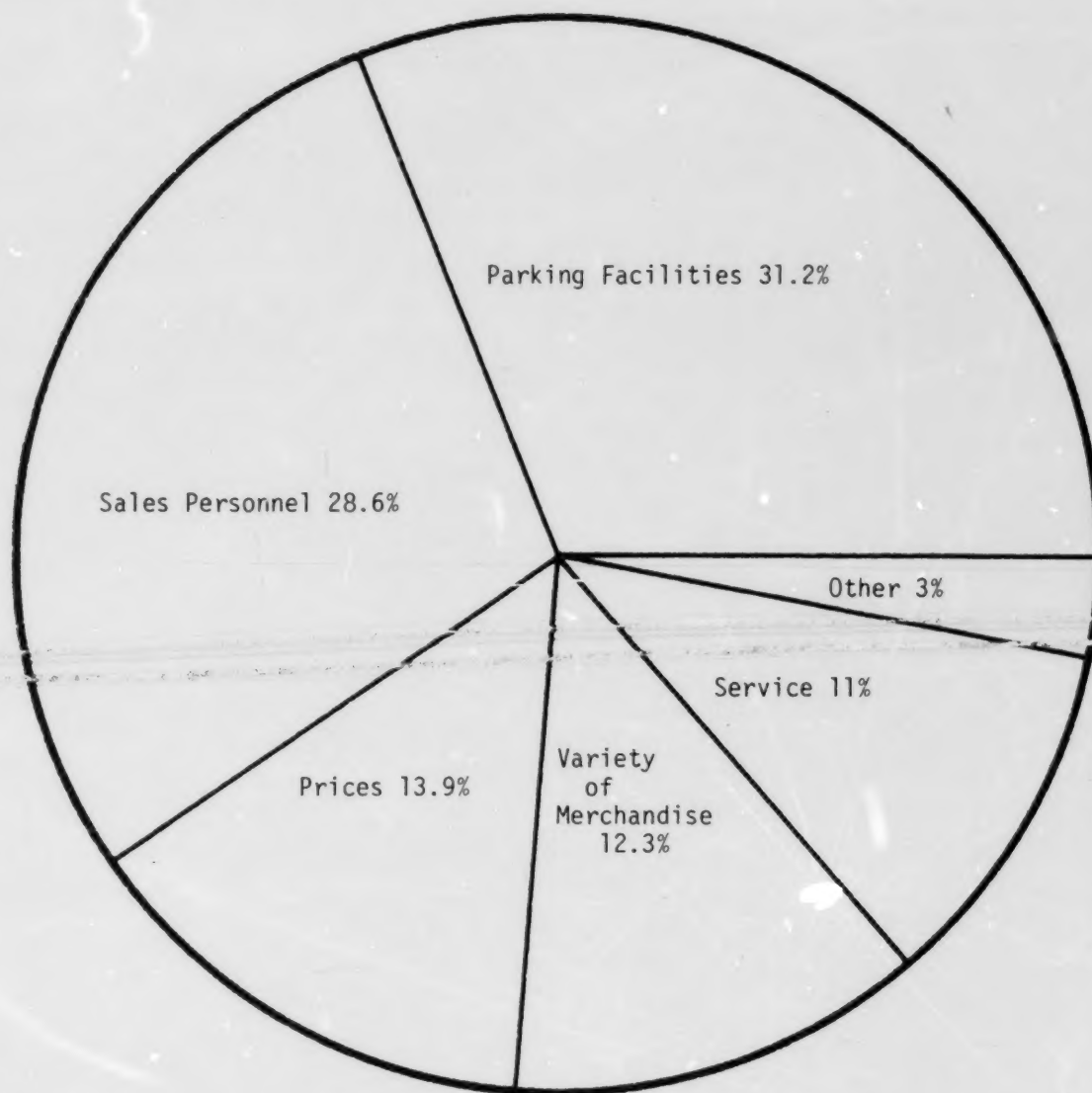
Parking facilities	-----	895
Sales personnel	-----	820
Prices	-----	400
Variety of merchandise	--	351
Service	-----	315
Other	-----	85

Percentages:

Parking facilities	---	31.2%
Sales personnel	---	28.6%
Prices	-----	13.9%
Variety of merchandise	-	12.3%
Service	-----	11%
Other	-----	3%

QUESTION NUMBER THREE

3. What do you dislike about shopping in Mullins?



QUESTION NUMBER FOUR

4. If you shop in Mullins, do you walk or ride?

Walk - - - - - 298

Ride - - - - - 1135

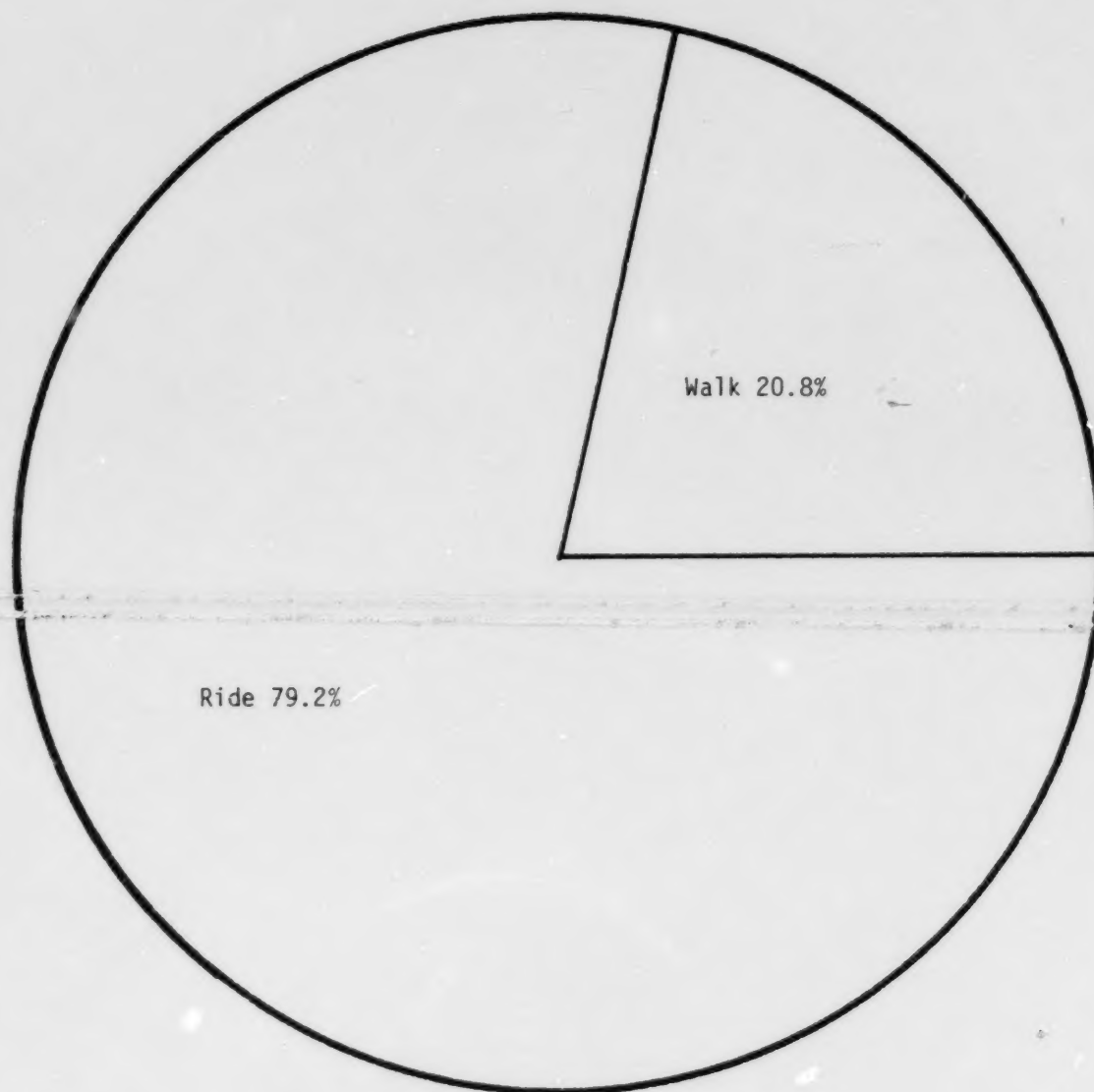
Percentages:

Walk - - - - - 20.8%

Ride - - - - - 79.2%

QUESTION NUMBER FOUR

4. If you shop in Mullins, do you walk or ride?



QUESTION NUMBER FIVE

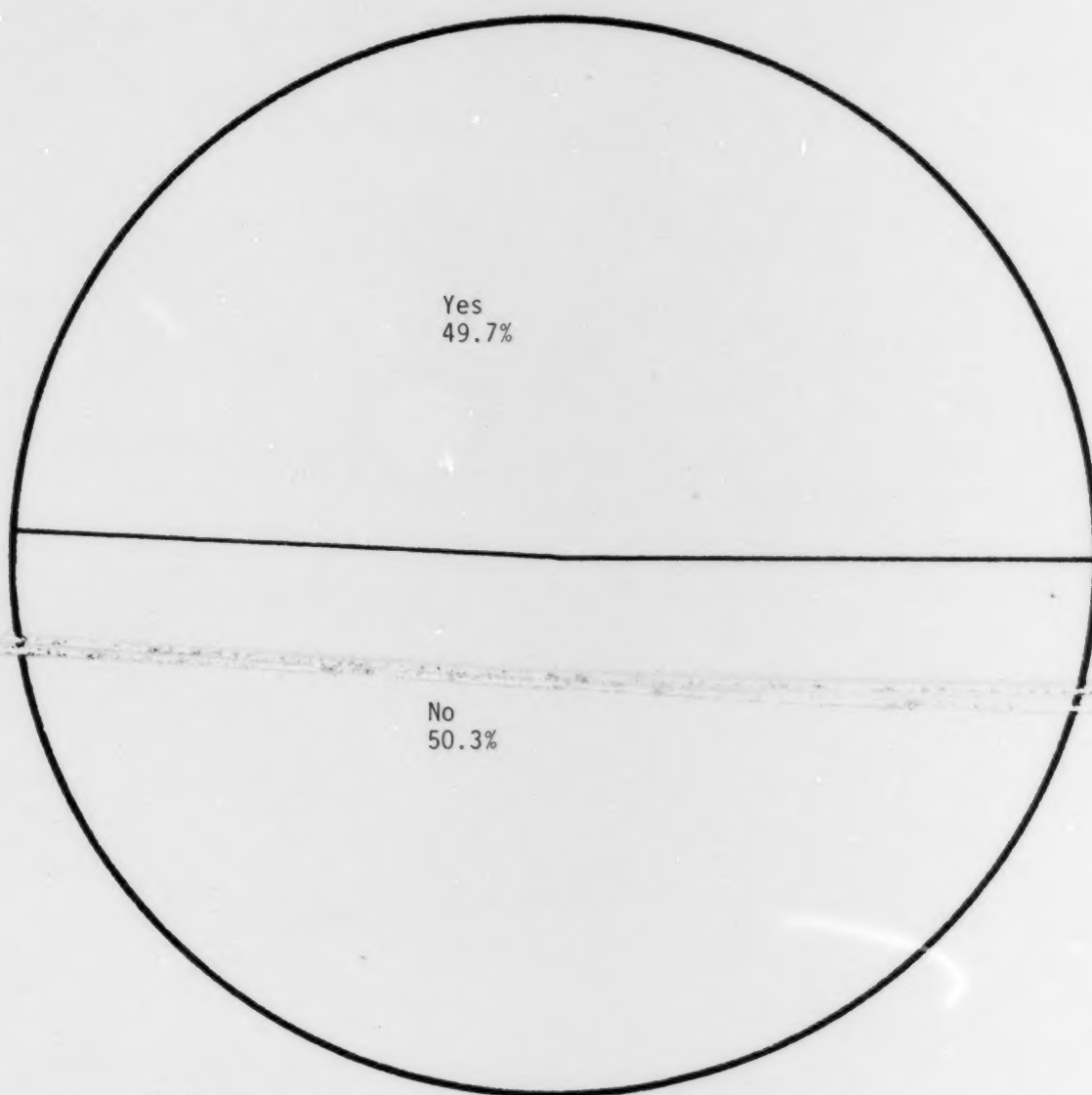
5. Do you find prices higher in Mullins than in other places?

Yes - - - - - 713

No - - - - - 720

QUESTION NUMBER FIVE

5. Do you find prices higher in Mullins than in other places?



QUESTION NUMBER SIX

6. If you shop out of Mullins, where do you do most of your shopping?

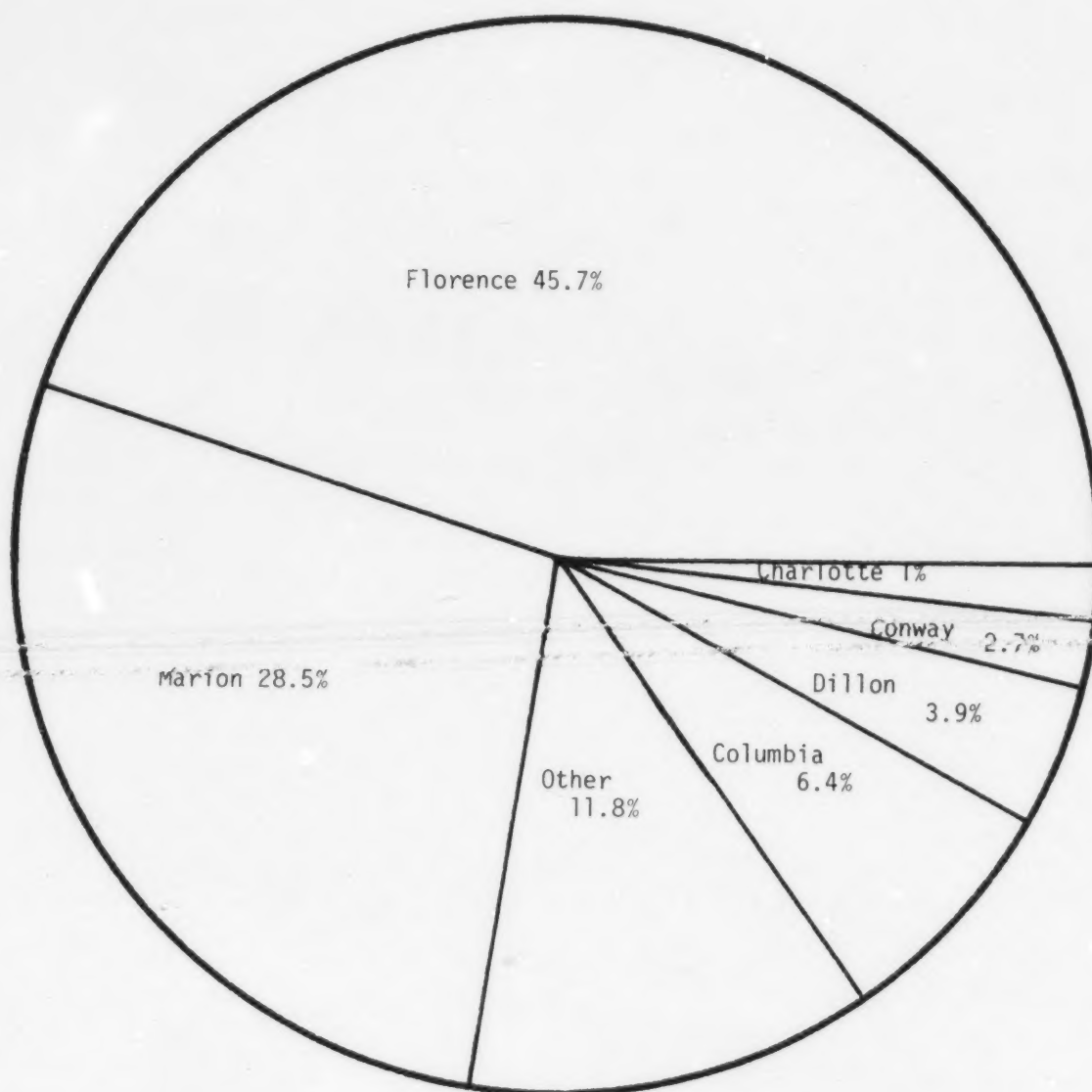
Florence	-----	655
Marion	-----	395
Other	-----	171
Columbia	-----	92
Dillon	-----	56
Conway	-----	40
Charlotte	-----	24

Percentages

Florence	-----	45.7%
Marion	-----	28.5%
Other	-----	11.8%
Columbia	-----	6.4%
Dillon	-----	5.9%
Conway	-----	2.7%
Charlotte	-----	1%

QUESTION NUMBER SIX

6. If you shop out of Mullins, where do you do most of your shopping?



QUESTION NUMBER SEVEN

7. What facilities are lacking in Mullins?

Discount stores	-----	424
Parking	-----	375
Department stores	---	313
Exclusive clothing stores	-----	304
Other	-----	17

Percentages:

Discount stores	---	29.6%
Parking	-----	26.2%
Department stores	---	21.8%
Exclusive clothing stores	---	21.2%
Other	-----	1.2%

QUESTION NUMBER SEVEN

7. What facilities are lacking in Mullins?



QUESTION NUMBER EIGHT

8. What type of merchandise do you buy out of Mullins?

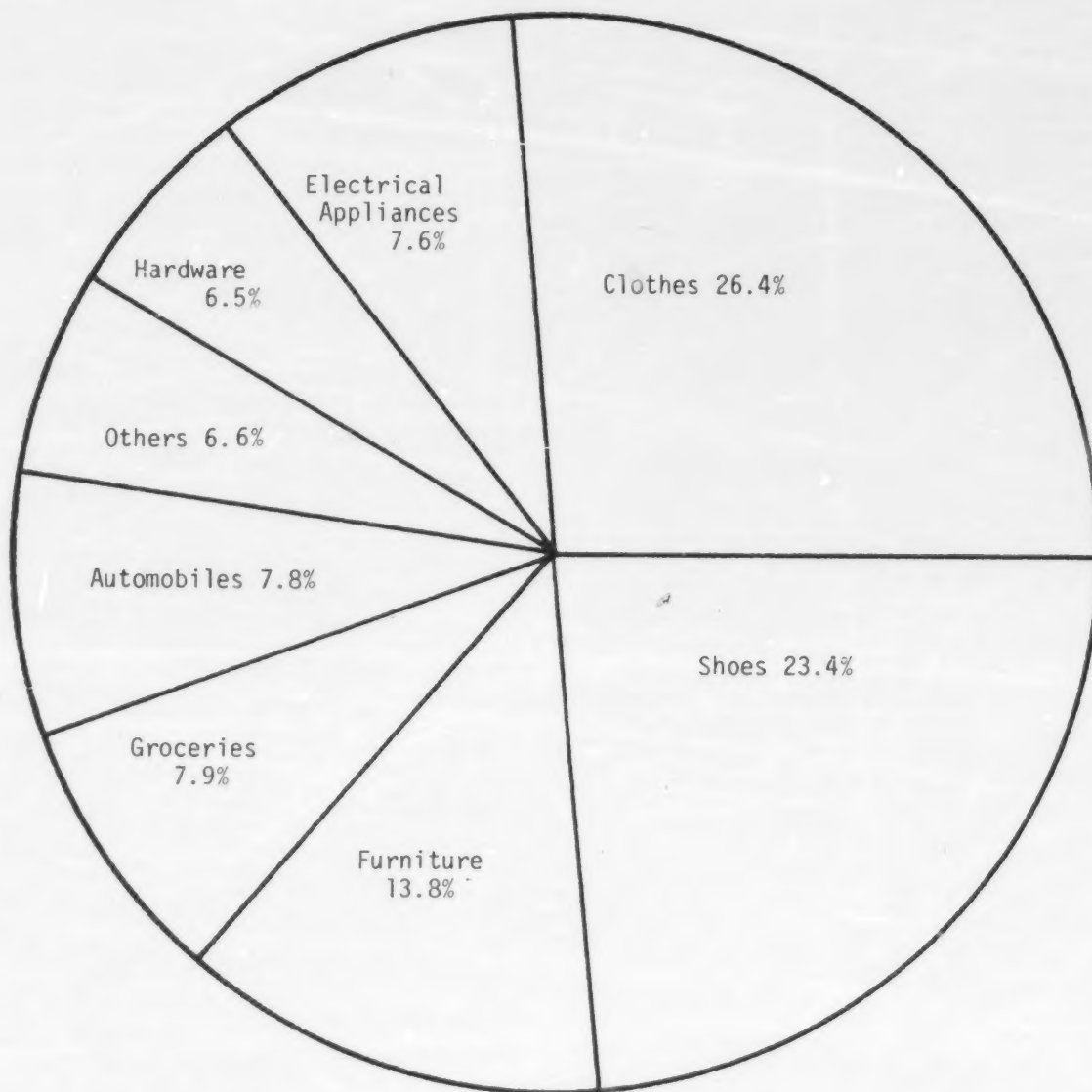
Clothes	-----	541
Shoes	-----	482
Furniture	-----	283
Groceries	-----	163
Automobiles	-----	160
Electrical Appliances	-----	156
Other	-----	137
Hardware	-----	131

Percentages:

Clothes	-----	26.4%
Shoes	-----	23.4%
Furniture	-----	13.8%
Groceries	-----	7.9%
Automobiles	-----	7.8%
Electrical Appliances	-----	7.6%
Others	-----	6.6%
Hardware	-----	6.5%

QUESTION NUMBER EIGHT

8. What type of merchandise do you buy out of Mullins?



Because the next three questions are more involved, it was impossible to list each suggestion, so the ones listed most frequently are given.

QUESTION NUMBER NINE

9. What can be done to improve the retail stores in Mullins?

1. Have cleaner and more attractive store interiors and more appealing store fronts and windows.
 2. Have a larger variety of merchandise in clothing and shoes.
 3. Have equal opportunities for all.
 4. Hire trained sales personnel.
 5. Conduct classes for sales personnel on "Salesmanship" and "Human Relations."
 6. Give better service to customers.
 7. Give better repair service.
-

QUESTION NUMBER TEN

10. What can be done to make Mullins a better place in which to shop?

-
1. Cooperation from merchants and citizens for a cleaner look for our town.
 2. Improve the streets.
 3. More stores for young people.
 4. Public rest rooms.
 5. Water fountains.
 6. Work and live together harmoniously.
-

QUESTION NUMBER ELEVEN

11. What are the principal drawbacks to the growth of Mullins as a shopping center?
-

1. Parking facilities.
 2. Lack of properly trained sales personnel.
 3. Poor conditions of the streets in town.
 4. Too many impatient sales people who do not take the time to be courteous and polite to customers.
 5. Lack of interest by merchants to work together for improvements.
 6. Not enough aggressive people who want Mullins to grow.
 7. Our city does not pull together.
 8. Too narrow a vision on the part of businessmen. Mullins will never grow until business people "Pull for Mullins or Pull Out"!
 9. Mullins is monopolized by a certain number of people who make it almost impossible to have competition.
 10. Not enough advertising by merchants as a group or by the Chamber of Commerce. More promotion of Mullins as a complete shopping center is needed.
 11. People shopping elsewhere.
-

RESULTS

The Marion-Mullins Vocational Center D. E. students discovered many interesting and important facts about Mullins and the shopping habits of its people.

- (1) Over 34% of the people contacted do 50% of their shopping in Mullins, and only 19% do all of their shopping in Mullins. This should make merchants take a good look at themselves to see where they are falling short.
- (2) 52% of the people shop in Mullins just because it is more convenient.
- (3) Parking facilities and sales personnel are the main gripes of customers.
- (4) This question bears out the fact that more parking facilities are needed as almost 80% of people ride to shop.
- (5) As for prices, Mullins must be about average as the votes were split about 50%-50%.
- (6) It is very distressing to learn that Florence and Marion, neighboring towns are getting entirely too much business from Mullins people.
- (7) Perhaps this question answers why some of the business is going out of town. Discount stores and parking facilities are lacking in Mullins.
- (8) Clothes and shoes make up 50% of the merchandise bought out of town.

Questions Nine, Ten, and Eleven are self-explanatory.

As a result of these findings, the following recommendations are made by the students:

1. Because too many Mullins residents shop out of Mullins, merchants should take a good look at themselves and try to improve in order to regain the business.
2. Something should be done by the Chamber of Commerce and City Council to provide more parking spaces for customers.
3. Stores need to hire more efficient and better trained sales personnel.
4. If the above is not possible, it is strongly recommended that sales clinics or training programs be conducted for present personnel.
5. To determine how effective the survey has been, another survey be conducted at a later date to see if conditions have improved.
6. It is recommended that merchants examine the survey findings and take proper action in order for Mullins to become a better and more effective shopping center.

OUTSTANDING FEATURES

Surely out of a project of this type, some features will stand out more than others. List them.

OUTSTANDING FEATURES

1. The first survey or research project conducted in Mullins in an effort to improve the community.
2. The survey was able to reach all age groups; therefore, making it more substantial.
3. The survey was able to reach residents in our community who had no children, had children not in school, and those with children in school; therefore, making it more substantial.
4. The survey revealed that there are definite improvements needed to make Mullins a better shopping center.
5. Copies of the survey were presented to all businesses in Mullins.
6. All D. E. students took pride in conducting the survey and as a result, they feel more of a part of their community.
7. The D. E. students wish to thank the Mullins Chamber of Commerce for giving them an opportunity to serve the community.

EVALUATION

Evaluation helps to determine the value of the project to the students and to the community. It is the tool which assists in locating weaknesses and strengths so that adjustments can be made to make the manual more meaningful.

It is the final analysis for it tells:

- 1. Why the project was done*
- 2. What was accomplished by doing it*
 - a. Was it worth the effort*
 - b. Was it worth the money*
 - c. Was it worth the time*
 - d. How much was learned*
 - e. Was the project relevant to the needs of the community*
 - f. Were there any benefits to the students and community*

Carolina Power & Light Company

Mullins, South Carolina
March 2, 1971

Mrs. Frances E. Rogers
Coordinator of Distributive Education
Marion-Mullins Vocational Education Center
P. O. Box 695
Marion, South Carolina

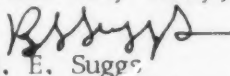
RE: The Evaluation of Shopping Survey

Dear Mrs. Rogers:

1. Number of Questionnaires - I believe the number of questionnaires sent was sufficient to insure a bona fide survey of the questions involved.
2. Responses - I believe the number of responses received would insure an accurate picture of the preferences of the shoppers surveyed.
3. Questions: The questions seemed easy to understand and wide in scope. I would believe that the majority of people responding could easily understand and complete the questionnaire.
4. Publicity - The publicity concerned in the questionnaire was very well handled and I believe that most people in the community were exposed in some way to the survey.
5. Summaries drawn from questionnaires - I believe the conclusions and summaries of questions were well drawn. I believe the students involved in compiling of the questionnaire were objective in the recommendations and conclusions.
6. General - Generally speaking, I think the survey was handled in a very professional manner and will, no doubt, be of considerable service to the community. The cost to the Chamber of Commerce for a comparable professional survey would have been too expensive for the community to afford it.

I wish to thank the Distributive Education Department for this fine work and for the booklet that outlines very clearly questions and answers.
Thank you.

Yours very truly,



B. E. Suggs
Chairman of the Advisory Committee

BES/nb

D. C. JENKINS
COUNTY SUPERINTENDENT
FRANK HART
MARION SUPERINTENDENT
C. EDGAR COX
MULLINS SUPERINTENDENT

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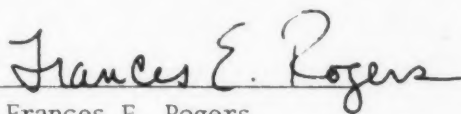
EVALUATION OF PROJECT BY D. E. COORDINATOR

As D. E. coordinator and supervisor of this project I feel that I must give my evaluation of the students and their work. I am extremely proud of what they did on this survey. From the very beginning when I read the letter from the Chamber of Commerce asking the students to conduct a survey, they entered enthusiastically into the project and never let up until the booklets were presented to the Chamber of Commerce.

It was a wonderful educational experience for the students. They now understand the procedure for a survey of this type, they are more aware of the conditions which exist in our community, and they are certainly more civic conscious.

Really, it was a most rewarding experience for me. I have never worked with a more willing and cooperative group of students. How interesting it was to watch them as they eagerly awaited the results of the questionnaire.

We appreciate the opportunity to serve our community and we sincerely hope that much good will result from this survey. It is hoped that next year we can make a follow-up to see just how effective it has been.


Frances E. Rogers

ROSTER AND IDENTITY
OF ADVISORY COMMITTEE

- CHAIRMAN: Mr. Bobby Suggs, President of Chamber of Commerce and
Manager of Carolina Power and Light Company, Mullins,
South Carolina
- MEMBER: Mr. J. B. Rasor, Owner of Rasor and Clardy Company,
Mullins, South Carolina
- MEMBER: Mr. Walter Ray, Manager of A & P, Mullins, South Carolina
- MEMBER: Mr. Forrest Ramsey, Manager of Radio Station WJAY, Mullins,
South Carolina
- EX-OFFICIO
MEMBER: Mr. B. B. Leitzsey, Director of Marion-Mullins Vocational
Education Center, Mullins, South Carolina
- EX-OFFICIO
MEMBER: Mrs. Frances E. Rogers, Distributive Education Coordinator
at Marion-Mullins Vocational Education Center, Mullins,
South Carolina

PUBLICITY

Include in this

1. *Any news articles about the project*
2. *Pictures are always good and add life*
3. *Letters*
4. *Radio or T.V. script*

THE ENTERPRISE, MULLINS, S. C. 29574, THURSDAY, SEPT. 17, 1970

Voc Ed D.E. Classes Take Survey Of City Shoppers

Responding to a request by the Mullins Chamber of Commerce, a survey of shopper preferences and habits will be made by the Distributive Education Classes of the Marion-Mullins Vocational Educational Center.

Mrs. Frances E. Rogers, director of Distributive Education Class, says: "We are delighted to cooperate with the Mullins Chamber of Commerce in this project, and we shall use both personal letters and personal interviews to secure the needed data. We have some 50 students in this department, all of whom will be participating. When individuals are contacted by these students, we shall appreciate utmost cooperation, since the information given will be of invaluable help to the Chamber of Commerce, as well as to the students of the Distributive Education classes".

The questions suggested for the survey by Chamber of Commerce President Robby E. Suggs include the following:

What do shoppers like about shopping in Mullins?

What do shoppers dislike about shopping in Mullins?

What can be done to improve the retail stores in Mullins?

What can be done to make Mullins a better place to shop?
a shopping center?

What are the principal draw-

backs to the growth of Mullins as

If you shop in Mullins, do you walk or drive to the stores or shops?

If you go out of town to shop, what facilities do other shopping places have that Mullins lacks?

"This information should give a clear picture of the advantages and disadvantages of shopping in Mullins, and should give impetus to efforts to make Mullins a better place to shop. We trust everyone contacted will give a sincere, honest opinion," emphasized Mrs. Rogers.

Shopping Survey Now Being Taken By D. E. Students

The survey of the shopping habits of the people of the Mullins area, sponsored by the Mullins Chamber of Commerce, was begun this week by students of the Distributive Education Classes at the Marion-Mullins Vocational Education Center. Copies of the questionnaire will be distributed through the schools and the DE students will follow-up to contact persons who have no children in school. No signature is to be included as the forms are returned. The Chamber of Commerce hopes each family will answer the following questions as carefully and accurately as possible.

1. Amount of shopping you do in Mullins. (Check one). 100 percent, 75 percent, 50 percent, 25 percent, 10 percent.

2. What do you like about shopping in Mullins? (Check in order of preference). Good service, Good variety of merchandise, Convenience, Trained sales personnel, Parking, Better prices, Other.

3. What do you dislike about shopping in Mullins? (Check in order of dislikes). Service, Variety of merchandise, Sales person-

nel, Parking facilities, Prices, Other.

4. If you shop in Mullins, do you (Check one). Walk, Ride?

5. In what store in Mullins do you do most of your shopping? Why?

6. Do you find prices higher in Mullins than in other places? Yes, No.

7. If you shop out of Mullins, where do you do most of your shopping? Marion, Florence, Columbia, Conway, Charlotte, Dillon, Other.

8. What facilities do you think are lacking in Mullins? Parking, Discount stores, Department stores, Exclusive clothing stores, Other.

9. What type of merchandise do you buy out of Mullins? Clothes, Shoes, Furniture, Groceries, Automobiles, Hardware, Electrical appliances, Other.

10. What can be done to improve the retail stores in Mullins?

11. What can be done to make Mullins a better place in which to shop?

12. What are the principal drawbacks to the growth of Mullins as a shopping center?

THE ENTERPRISE, MULLINS, S. C. 29574, THURSDAY, FEB. 25, 1971



Marion-Mullins Vo-Ed students, who prepared and distributed a shopper-survey, compiled and tabulated the results, present to Bobby E. Suggs the first copy of the survey, entitled "THE SHOPPING STORY IN MULLINS." The project was sponsored by the Mullins Chamber of Commerce while Mr. Suggs was the president.

Shown above are: l. to r. Tommy Lewis, Lindy Lewis, Mr. Suggs, Mike McAbee, Ethel Graves and Frances Brunson.

D. E. Students Make Marketing Survey

D. E. students at the Marion-Mullins Vocational Educational Center have presented to Bobby E. Suggs an analytical report on the shopping habits in the Mullins area.

The report was compiled as a marketing survey at the request of the Mullins Chamber of Commerce, of which Mr. Suggs was president at that time.

The first step was an article in the *Enterprise* telling people about the survey. A "Question-

Answer" program over *Radio* giving an accurate picture of shopper preference and habits.

The tabulation of answers was most revealing as it presented the fact from the following responses.

The amount of shopping you do in Mullins: 276, 100 percent; 665, 75 percent; 315, 50 percent; 119, 25 percent and 58 only 10 percent.

What you like about shopping in Mullins: Convenience, 1,388; Good Service, 395; Variety, 377; Better Prices, 150; Trained Personnel 95; Parking, 78; Other,

certain number of people who make it impossible to have competition.

10. Not enough advertising by merchants as a group or by the Chamber of Commerce. More promotion of Mullins as a complete shopping center is needed.

11. People shopping elsewhere.

The students in the Distributive Education Class gave many hours of time and energy to the survey.

EDITORIALS

Established May 3, 1898

PUBLISHED EVERY THURSDAY

Mrs. L. B. McCormick, J. Keith McMillan, Publishers
Mrs. L. B. McCormick — — — — — Editor
Mrs. J. Keith McMillan — — — — — Society Editor

Second Class Postage Paid at 135 N. Main St.
 Mullins, South Carolina 29574

LOCAL SUBSCRIPTION RATES

Six Months \$2.00 — One Year \$3.50 — Two Years \$6.50

The Shopping Story

"The Shopping Story", a booklet prepared at the request of the Mullins Chamber of Commerce by the DECA Chapter of Marion-Mullins Vocational Education Center, is a project that can have far-reaching results . . if Mullins citizens, particularly merchants, are willing to see themselves as others see them.

The booklet gives a clear picture of what shoppers think, how they shop, what they want . . . not only in merchandise but in service . . . and numerous other items of interest.

Faults unseen or unheeded are faults uncorrected. The booklet points out bad points as well as good points of local merchantile establishments and the city in general.

This project deserves to be followed up by both the Chamber of Commerce and the city officials.

MULLINS & MARION BROADCASTING CO.

WJAY

1280 KC

5000 WATTS

ABC NETWORK

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PHONE 423-1140

MULLINS, S. C. 29574:
DRAWER 542
PHONE 464-9252

March 1, 1971

Mrs. Francis Rogers
Distributive Education Dept.
Marion-Mullins Vocational Education Center

Dear Mrs. Rogers:

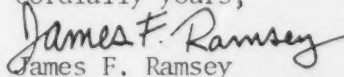
After studying the brochure "Shopping in Mullins", I wanted to commend you and your students for this excellent bit of research work.

You have produced an excellent guide to give a better overall approach to shopping problems in Mullins. I am hopeful the Chamber of Commerce and particularly the Merchants Division will get right to work to correct the weaknesses pointed out in the study!

This brochure points out the excellent community contribution that can be made in the field of Distributive Education, especially when the classroom projects entail a close working relationship between student, citizen, and merchants.

Thru your efforts, all of us in the Chamber of Commerce have a good starting point towards improving general business conditions in Mullins.

Cordially yours,



James F. Ramsey

Vice President-General Manager

JFR:hr

The Enterprise Publishing Company

135 NORTH MAIN STREET
MULLINS, SOUTH CAROLINA

March 1, 1971

Mrs. Frances E. Rogers
Mullins, South Carolina

Dear Mrs. Rogers:

Please accept my sincerest appreciation for our copy of the Mullins Shopping Story.

The project is one that has long been needed and the splendid coverage and production of your Shopping Story should be a definite asset not only to the retail establishments and business people directly associated with the retail business of our city, but also to organizations and especially our city officials.

The Enterprise is perhaps more readily aware than many others of the excellent work being done by the D. E. students, since we have been working together to "Tell the D. E. Story". It has been a pleasure to work with you and the D. E. students in whatever association we have had.

Will you kindly express to your D. E. students our appreciation for their accomplishments and extend to them our good wishes for every success in the future. If, at any time we can be of service to you, we await your request.

Sincerely yours,

Lonelia S. McCormick

Mrs. L. B. McCormick
Editor, The Enterprise.

D. C. JENKINS
COUNTY SUPERINTENDENT
FRANK HART
MARION SUPERINTENDENT
C. EDGAR COX
MULLINS SUPERINTENDENT

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DR. FRITZ JOHNSON
JAMES C. HOOKS, JR.
DONALD ROGERS

March 1, 1971

Mrs. Pearsall L. Rogers and
the Distributive Education Classes
Marion-Mullins Vocational School
Route 3
Mullins, South Carolina 29574

Dear Mrs. Rogers and Distributive Education Classes:

I would like to congratulate you and your Distributive Education Classes on the Shopping Survey made in Mullins for the Chamber of Commerce.

I think it was nice for the Chamber of Commerce to give you an opportunity to make the survey and I commend you and the class on the thorough job that you did. I hope that you will be able to conduct many more projects of similar nature.

Again congratulating you and your classes, I am

Yours truly,

B. B. Leitzsey Jr.
B. B. Leitzsey, Jr.
Director

BBLjr:jd

COMMENTS OF STUDENTS

Often we are too concerned with what the public thinks about our work. This is a chance to let students express their thoughts about the project. A good place to add a little color with pictures. (Pictures deleted due to non-reproducibility.)



COMMENTS OF STUDENTS

"I feel that this project was very rewarding and well worth our efforts."

"I never realized how much work it took to conduct a survey, but I enjoyed every bit of it."

"I learned more about my community from this survey than from anything I have ever studied or done."

"People were very cooperative. I think most people were really interested in improving our town."

"A lot of people who have never heard about Distributive Education know now that students are Dead Earnest in their efforts in D. E."

"I realize that much needs to be done in our town, but with everyone co-operating great things can be accomplished."

"I have certainly become civic conscious and I think I will be a better person."

"I think all of us have gotten a look at our town and as the future leaders of our community we want to help make it a better place."

ROSTER OF STUDENTS

*In order to give a little recognition to the students
who have worked on the project, list their names.*

Roster of Students

Barrentine, Sue	Jordan, Sissy
Boatwright, Clyde	Jordan, Wesley
Brunson, Frances	Kirby, Paul
Buie, Leverne	Legette, Claretta
Cook, Dayton	Legette, Dorothy
Cook, Rachel	Legette, Eartha
Crawford, Carolyn	Lewis, Lindy
Crawford, Willie Lee	Lewis, Tommy
Cross, Marjie	Moody, Franklin
Dadds, Tommy	McAbee, Mike
Donnelly, Diane	Nelson, Bertha
English, Katie	Nobles, Bonnie
Ford, Harold	Owens, Glaceria
Frink, Willena	Owens, Glendale
Gilchrist, Harvey	Owens, Wayland
Gilchrist, Jimmy	Powell, Tim
Godbold, Patricia	Rogers, Randy
Graves, Ethel Mae	Sanders, Frankie
Hayes, Donald	Tomlin, Maggie
Hayes, Ronald	Vaughan, Jimmy
Hayes, Patsy	Vereen, Barbara
Herrington, Kenneth	Vereen, Bessie
Jacobs, Willie	White, Margaret
Johnson, Mary	Williamson, Ernestine
Jones, Charlie	